

SUSTAINABLE TOURISM: DAY 9

MARKETING & REVENUE

Management Capacity Building Training - Eastern Tropical Pacific Seascape

TIME	CONTENT	HANDOUTS
8:30-8:45	<u>Review of Previous Day</u>	
8:45-9:00	<u>Game: Paper Fold</u>	
9:00-10:45	<u>Product Development & Marketing</u> <ul style="list-style-type: none"> Market demand Understanding different types of tourists <u>Exercise: Who are your Tourists?</u> <ul style="list-style-type: none"> Advertising to tourists <u>Exercise: Find your MPA on the Internet</u>	9.1 - Tourist Niches 9.2 – Tourist & Market Demand Inventory 9.3 – Sample Visitor Survey 9.4 – Visitor Survey in Palawan
10:45-11:00	Morning Break	
11:00-12:00	<u>Exercise: “Branding” your MPA</u> Develop a branding program for your MPA – find your niche (slogan, imagery, logo). Develop accompanying promotion and distribution plan.	
12:00-1:00	Present branding ideas to group.	
1:00-2:00	Lunch	
2:00-3:00	<u>Marketing with Green Certification Programs</u> <ul style="list-style-type: none"> Voluntary initiatives Certification programs STSC: certifying the certifiers Certification programs in the Americas Case Studies <u>Exercise: Starting a Cert. Program</u> 	9.5 - Criteria for Sustainable Certification 9.6 – Some Sustainable Certification Programs 9.7 - SmartVoyager
2:45-3:00	Afternoon Break	
3:00-4:00	<u>Generating and using revenue</u> <ul style="list-style-type: none"> Generating revenue from tourism Income-generating mechanisms Considerationsn when collecting revenue Revenue Distribution Case studies 	9.8 – Visitor Donations at Islas del Golfo (also see handout 4.5, Galapagos, from day 4)
4:00-4:45	<u>Exercise: Revenue Policy at your MPA</u> Chart out current revenue policy at your MPA and develop ideas for changes. Present to group.	
4:45-5:00	<u>Review of today's lessons</u>	